

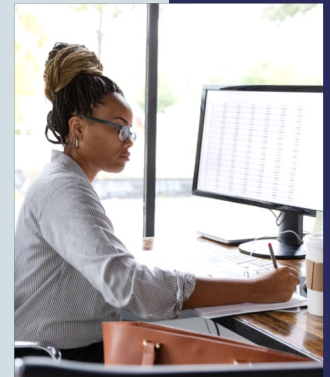
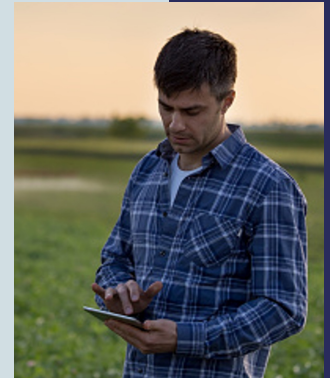
February 15, 2023

Workforce and Economic Development

Digital Equity Outcome Area
Working Group

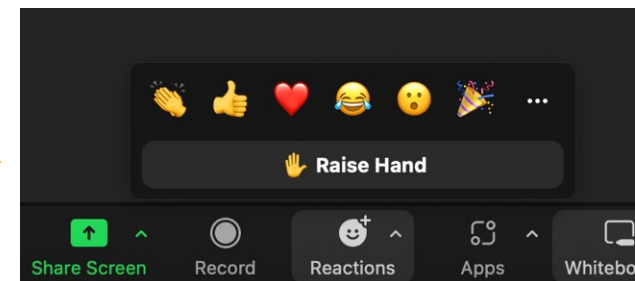
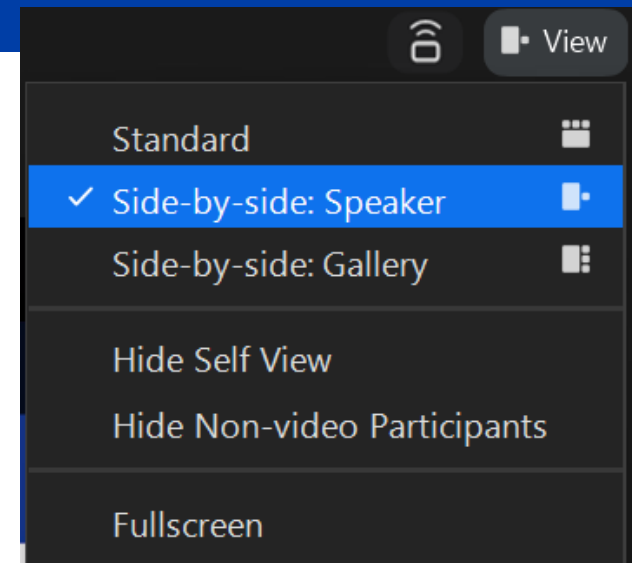


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Housekeeping

1. **ASL Interpreters** are in the spotlight along with the speakers, please make sure to view in Side-by-Side: Speakers Mode when the presentation slides are shared.
2. **Closed Captions** English closed captions are available. Choose "CC closed caption" on your toolbar and select "show subtitle".
3. **Chat** We invite everyone to introduce themselves in the chat! Share your name, pronouns, organization/title, and where you are joining us from. You should also use the chat to drop questions for our speakers, our staff will be monitoring the chat.
4. **Reactions** Raise Hand features



AGENDA



- Introduction to the State Digital Equity Planning (SDEP) Process
- What is Digital Equity and Why is it Important?
- Community and Lived Experiences
- Calls to Action
- Next Steps and Close



Introduction to the State Digital Equity Planning (SDEP) Process

Scott Adams

Deputy Director of Broadband and Digital Literacy

California Department of Technology



Access



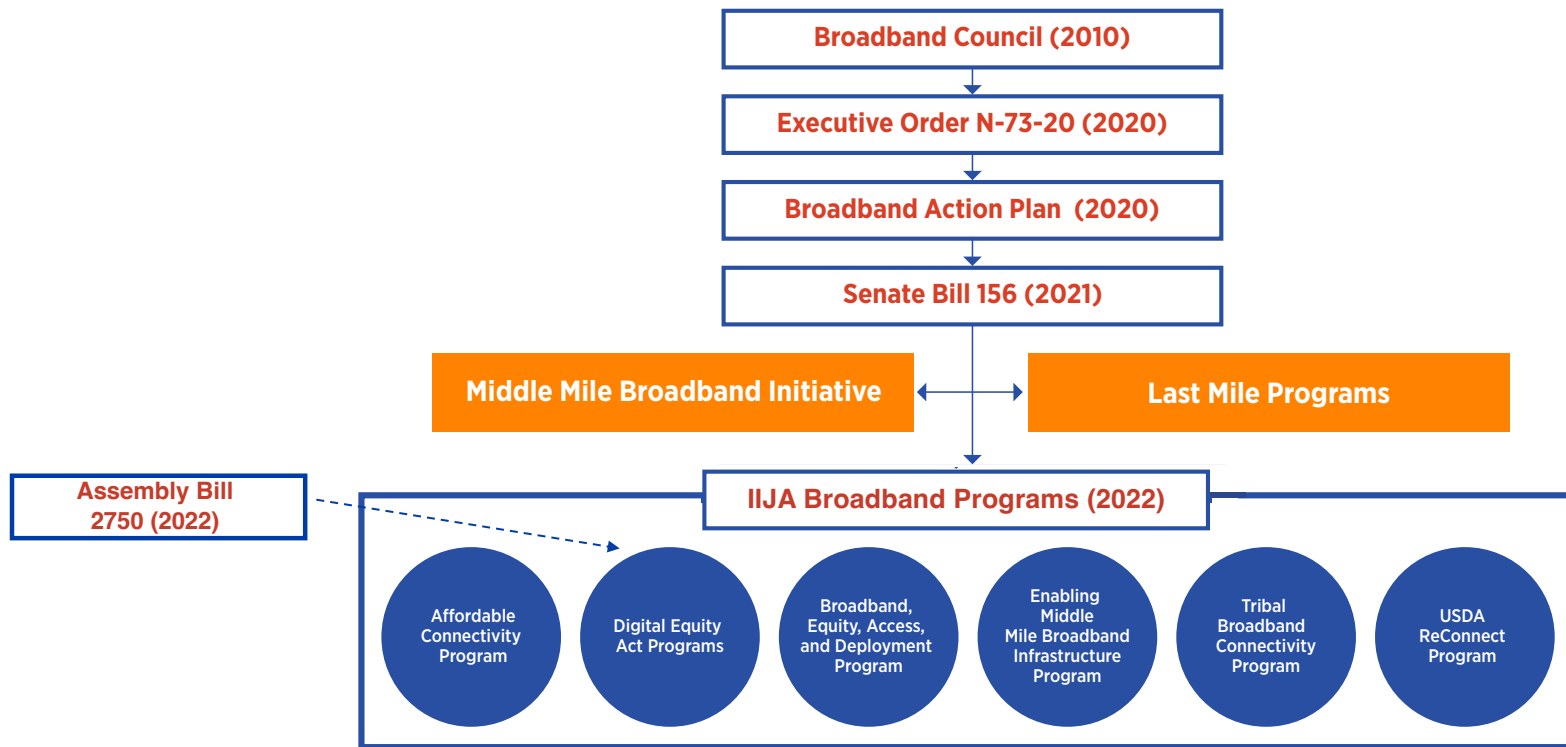
Affordability



Adoption



**Digital Literacy
& Inclusion**



SDEP APPROACH

Planning Components

The State Digital Equity Planning (SDEP) process will consist of five components:

- Statewide Planning Group (SPG)
- Outcome Area Working Groups
- California Digital Equity Survey(s)
- Regional - Local Outreach Events
- Statewide Public Engagement



SDEP APPROACH

Six Outcome Area Working Groups

1

Education

2

Health

3

**Digital Literacy and
Inclusion**

4

**Essential Services,
Accessibility and
Civic Engagement**

5

**Workforce and
Economic
Development**

6

Tribal Collaboration

OAWG STAFF

Scott Adams, Cole Przybyla, Laura Sasaki, Anh Nguyen
Contractors + Graduate Student Assistants



SDEP PLAN REQUIREMENTS

Covered Populations

The Digital Equity Act prioritizes investments for eight “Covered Populations”

1

Individuals living in covered households
with an income at or below
150% Federal Poverty Level

2

Aging individuals
(60+)

3

Incarcerated individuals
other than individuals who
are incarcerated in a Federal
correctional facility

4

Veterans

5

Individuals with disabilities

6

Individuals with language barriers
including individuals
who Are English learners; and
have low levels of literacy

7

Members of a racial or ethnic minority group

8

Individuals who primarily reside in a rural area

SDEP APPROACH

Working Group Objectives

Outcome Area Working Groups will convene subject matter experts and practitioners together to develop strategies that align with SDEP priorities, through the lens of the digital equity barriers of the eight covered populations.

Working Group objectives:

1. Develop a statewide stakeholder map for each outcome area
2. Conduct an asset inventory of programs, plans, and services for each outcome area
3. Promote and encourage participation in the statewide digital equity survey
4. Conduct gap analyses for each outcome area
5. Develop recommendations to CDT for inclusion in the SDEP



What is Digital Equity?

Why is it Important?

Gladys Palpallatoc

Federal Program Officer
**National Telecommunications and
Information Administration**

Abby Snay

Deputy Secretary for the
Future of Work at
Department of Labor

Peter Pratt

Senior Policy Analyst
California Public Utilities Commission

Amanda Bergson-Shilcock

Senior Fellow
National Skills Coalition

What is Digital Equity? Why is it important?

Definition

From the National Telecommunications and Information Administration (NTIA):

Digital Equity: The condition in which individuals and communities have the information technology capacity that is needed for full participation in the society and economy of the United States.

Digital Inclusion: The activities that are necessary to ensure that all individuals in the United States have access to, and the use of, affordable information and communication technologies, such as—

- Reliable fixed and wireless broadband internet service;
- Internet-enabled devices that meet the needs of the user; and
- Applications and online content designed to enable and encourage self-sufficiency, participation, and collaboration



What is Digital Equity? Why is it important?

Discussion



Prompts:

1. What does digital equity mean to you?
2. Why is digital equity important for the specific communities you serve, including covered populations?



Closing the Digital Skills Divide

Amanda Bergson-Shilcock

Senior Fellow

National Skills Coalition

National Skills Coalition

Closing the Digital Skill Divide

Today's Conversation

1. Sharing a quick overview of recent research
2. These findings can help ensure California's State Digital Equity Plan reflects the latest information about digital skill needs in the Golden State
3. Additional detail in our full report, [Closing the Digital Skill Divide](#)



The **digital divide** isn't just about broadband or hardware – it's also about **skills**.

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Closing the Digital Skill Divide

We analyzed 43 million job ads from 2021

1. The average ad sought **8 skills**
2. Data was initially collected and standardized by Lightcast
3. Further analysis was carried out by NSC in collaboration with the Federal Reserve Bank of Atlanta

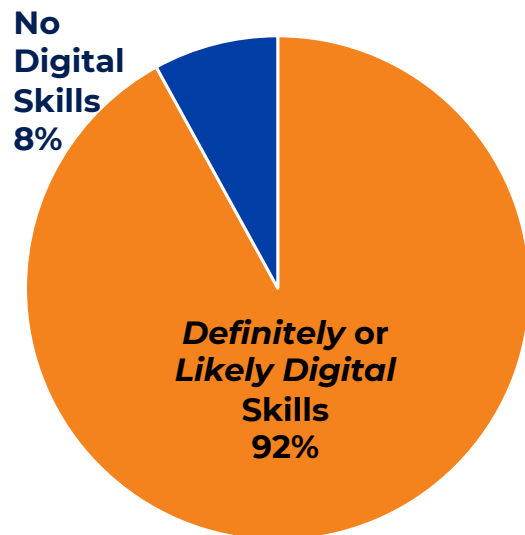


The opinions expressed in this report reflect those of the authors and do not necessarily reflect those of the Federal Reserve System or the Federal Reserve Bank of Atlanta.

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Virtually all of today's jobs require digital skills

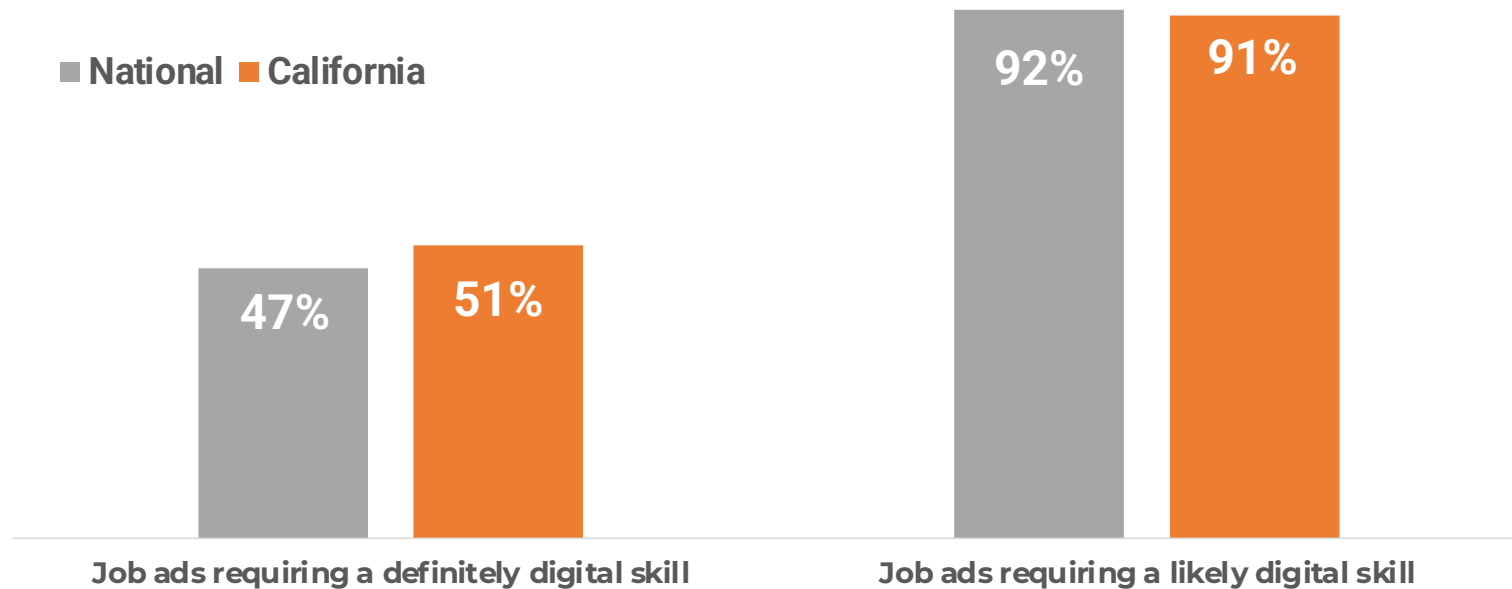


- **Definitely** digital: Microsoft Excel; Python language
- **Likely** digital: Bookkeeping; survey design
- **Not** digital: Ironing; changing diapers

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California employers are more likely than average to require definitely digital skills







Firefighters using record management software to analyze and optimize firefighter response times



Utility pole workers using maintenance management software to keep track of inspections performed

Sound mixer using audio editing software to create content



Medical office staff supporting
telehealth patients



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Jobs that require very little work experience still need digital skills

Amount of work experience required	Percentage of job ads requiring <u>likely</u> digital skill	Percentage of job ads requiring <u>definitely</u> digital skill
0-2 years	95%	49%
3-5 years	98%	71%
6-8 years	99%	81%
9+ years	98%	75%

*National data. For details, see full report: **Closing the Digital Skill Divide** (National Skills Coalition, 2023.)*

Closing the Digital Skill Divide

Closing the Digital Skill Divide

Jobs that require limited education nevertheless need digital skills

Educational credential required	Percentage of job ads requiring <u>likely</u> digital skill	Percentage of job ads requiring <u>definitely</u> digital skill
High school diploma	94%	46%
Associate's degree	97%	47%
Bachelor's degree	99%	74%
Master's degree	97%	46%
Ph.D.	97%	39%

National data. For details, see full report: **Closing the Digital Skill Divide** (National Skills Coalition, 2023.)

Counter-intuitive but true:

CA's younger workers need to develop digital skills too!



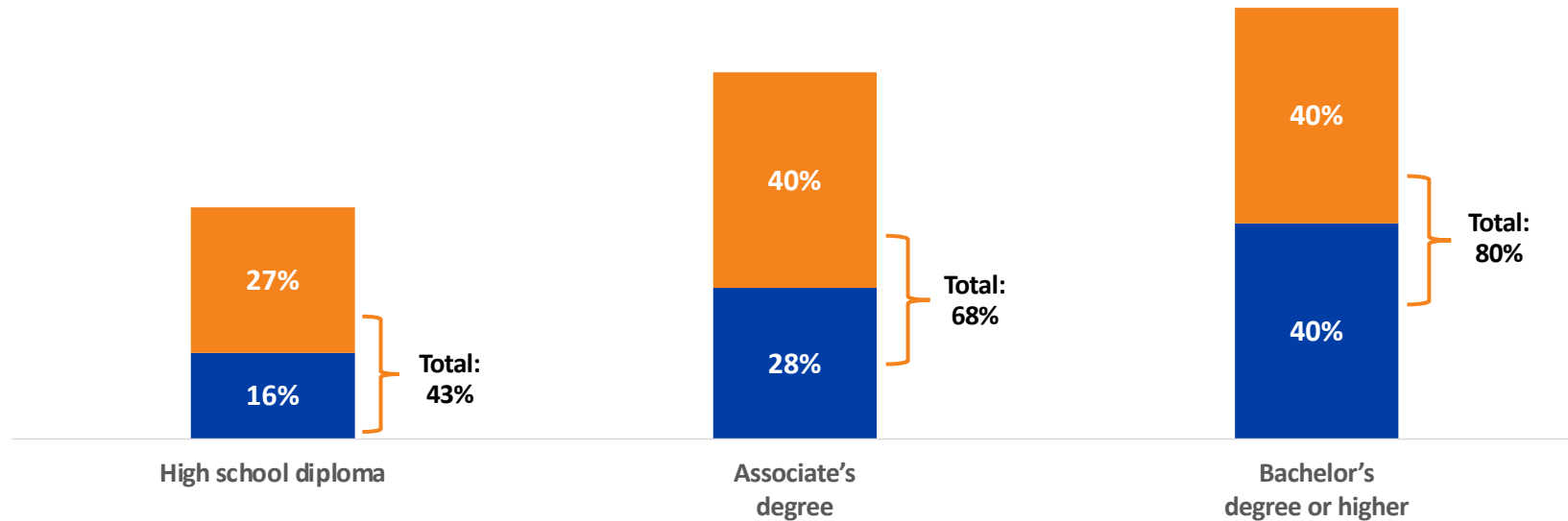
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Californians need both foundational and industry-specific skills

■ Job ads requiring industry-specific digital skills only

■ Job ads requiring both foundational and industry-specific skills

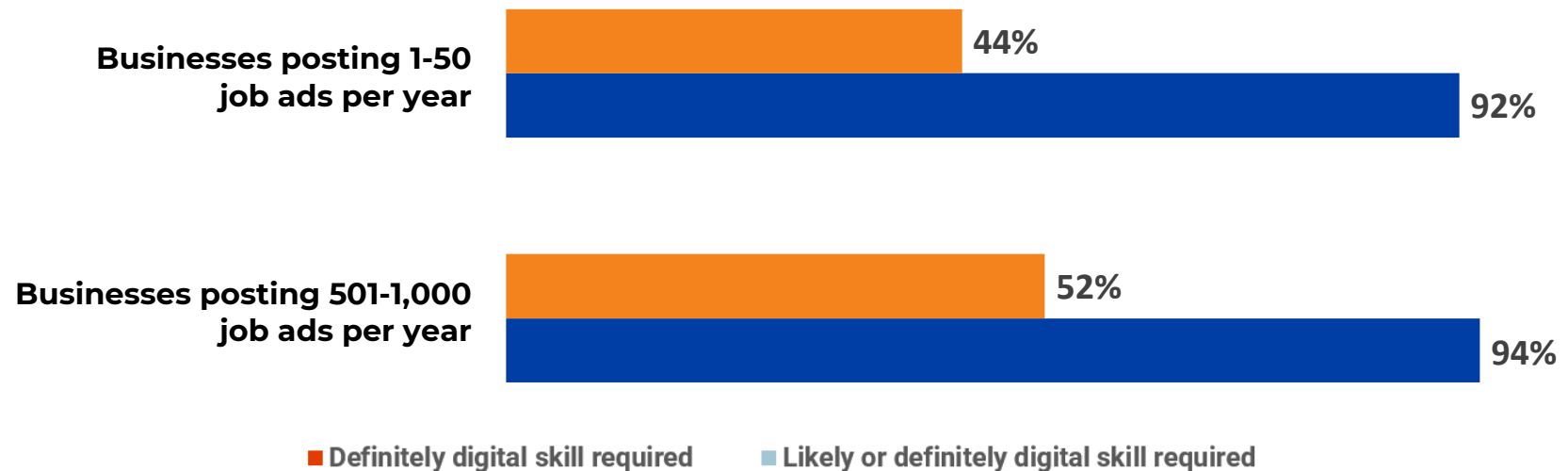


Note: **Foundational** definitely digital skills require relatively little training and are used across a wide range of industries and occupations (e.g., Microsoft PowerPoint). **Industry-specific** skills generally require more specialized or sophisticated expertise, (e.g., electronic health records).

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Closing the Digital Skill Divide

Small businesses also need workers with digital skills

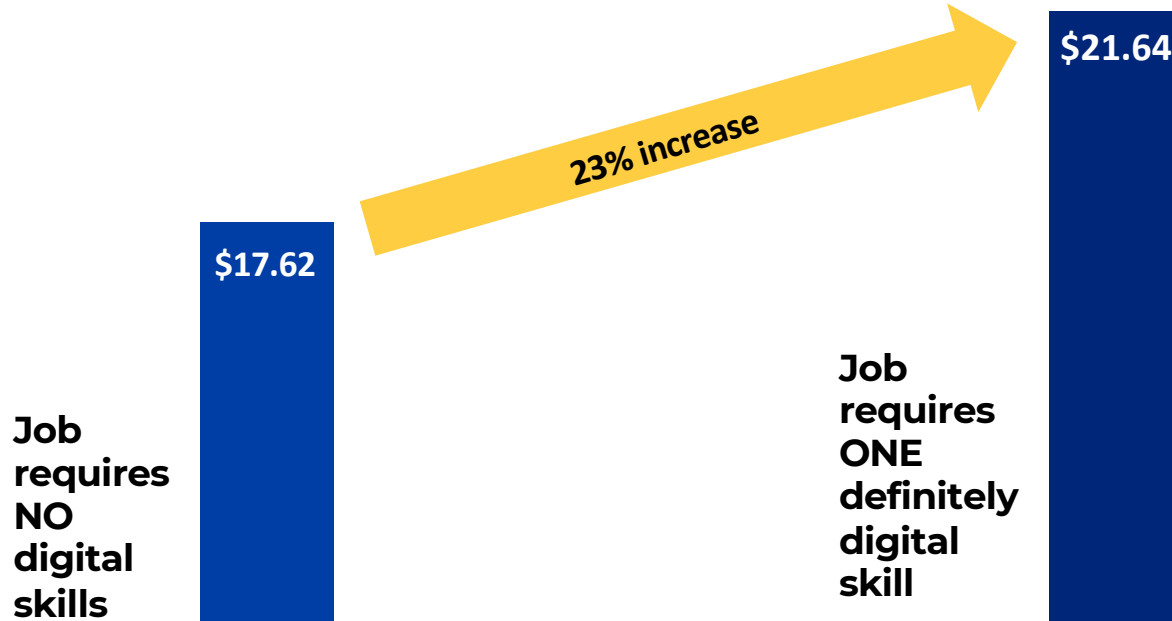


*Note: National data. For details, see full report: **Closing the Digital Skill Divide** (National Skills Coalition, 2023.) The dataset used for this analysis does not directly measure the size of a company, so we inferred firm size based on the volume of job ads posted by the company in a year.*

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Closing the Digital Skill Divide

Jobs that require digital skills pay more



*Note: Numbers shown are median hourly wages. People who qualify for jobs that require even one digital skill can earn an average of 23 percent more than those working in jobs requiring no digital skills — an increase of \$8,000 per year for an individual full-time worker. Data shown are national data. For details, see full report: **Closing the Digital Skill Divide** (National Skills Coalition, 2023.)*

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Closing the Digital Skill Divide

Higher pay leads to greater economic vitality for states

- Workers who earn higher wages by moving to a job that requires one digital skill will typically **contribute more** in federal and state tax revenue
- Depending on the household size and composition, this amount could range from **\$1,949** to **\$3,898** per year.

Note: Example calculated via taxsim.app: an interactive US Individual Income Tax simulator, using California as the reference state.



California businesses want workers with a strong base of foundational digital skills....

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Closing the Digital Skill Divide

...as well as industry-specific skills:

- **Healthcare:** Electronic health records; dental practice management software
- **Manufacturing:** Enterprise Resource Planning (ERP) software; robotics
- **Transportation and warehousing:** Global positioning system (GPS) software

*California-specific data from unpublished NSC analysis conducted as part of **Closing the Digital Skill Divide** report.*

California leaders can use these findings to ensure that federal investments pay off for workers and small businesses.





1. Use Digital Equity Act and BEAD funding to increase access to digital skills training.



2. Make sure DE plan takes full advantage of federal guidelines allowing for "basic, applied and advanced" digital skills training.



3. Invest in industry sector partnerships that bring employers together with education and training providers to create upskilling programs.



4. Combine Census data with these findings to identify gaps in digital skill-building opportunities for DE Act covered populations.



5. Invest in the supportive services that equip workers to succeed in upskilling programs.

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Closing the Digital Skill Divide



About National Skills Coalition: Our vision

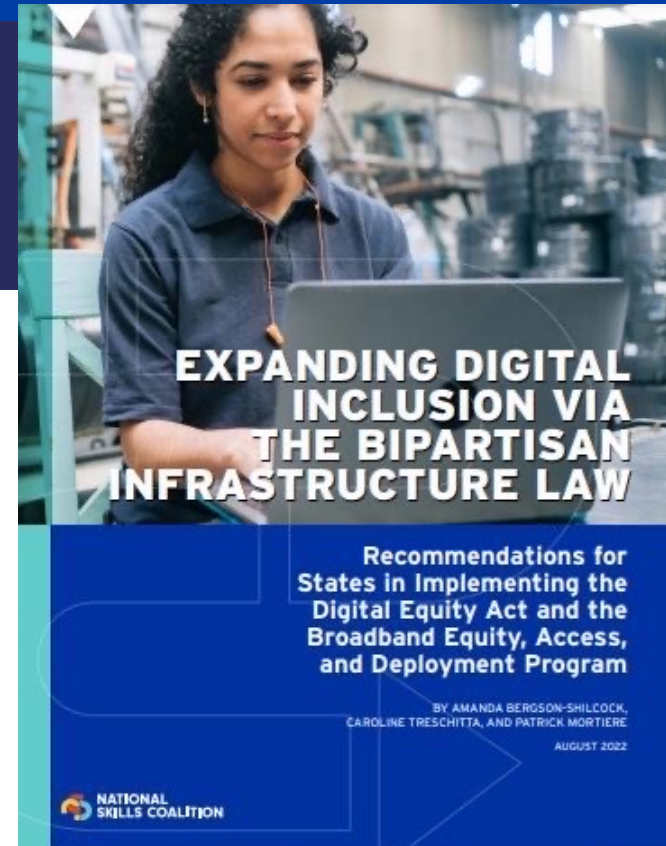
- Jobs that require skills training are the backbone of our economy.
- National Skills Coalition fights for a **national commitment to inclusive, high-quality skills training** so that more people have access to a better life, and more local businesses see sustained growth.

National Skills Coalition

Closing the Digital Skill Divide

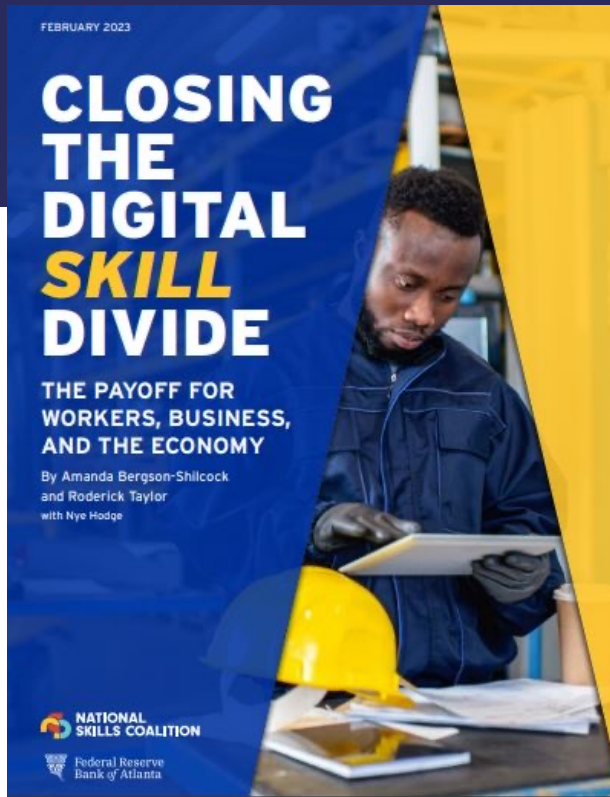
Knowledge to Action: Additional Recommendations

- NSC's experienced policy staff can help California leaders identify other specific administrative or legislative **policy possibilities**
- NSC's previously-published Digital Equity Act and BEAD **recommendations** (see *right*) may also be helpful



National Skills Coalition

Closing the Digital Skill Divide



Full report:
Closing the Digital Skill Divide

<https://tinyurl.com/DigitalSkillDivide>

National Skills Coalition

Closing the Digital Skill Divide



Stay in Touch!

Amanda Bergson-Shilcock
Senior Fellow
National Skills Coalition
215-285-2860 (mobile)
amandabs@nationalskillscoalition.org



Community and Lived Experiences

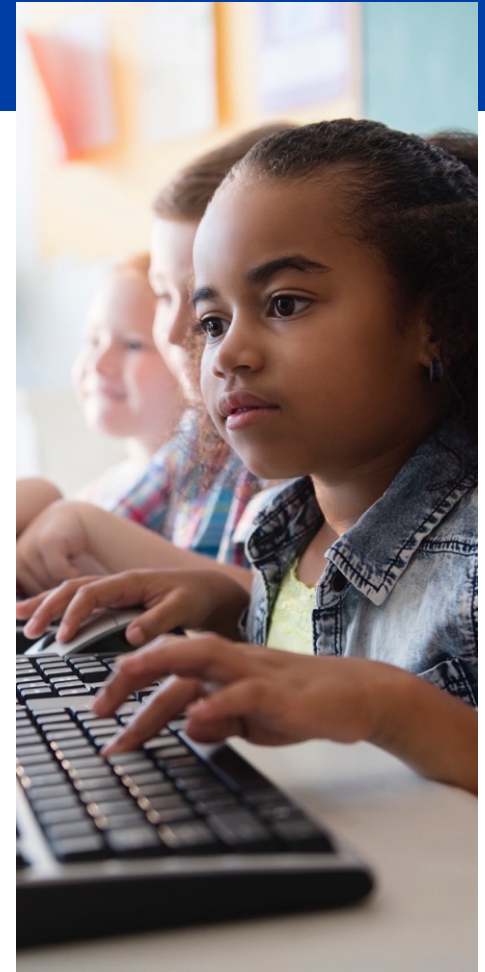
Workforce and Economic
Development

Community and Lived Experience Discussion

Prompts

Please share what you can about what your community is facing in terms of achieving digital equity and its impacts on health, education, and economic stability.

1. What are the barriers to digital equity your community members face? How do those barriers affect workforce and economic development outcomes?
2. What are ways you, your organization, or your community succeeded in achieving digital equity? Please share effective strategies or examples.
3. Please share any reflections you might have about our discussion today, topics we have not mentioned, or digital equity in general.





How to Take Action

Workforce and Economic
Development

NEEDS ASSESSMENT:

Digital Equity Ecosystem Mapping (DEEM) Tool



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How to Take Action

Digital Equity Ecosystem Mapping

Take Action: Use the DEEM tool

The Digital Equity Ecosystem Mapping tool tracks **all Digital Equity** programs and resources throughout California and will inform how grant resources may be distributed. The mapping tool will help identify:

- What programs are being offered, where they're being offered and to whom, and what is missing in each region.
- Barriers to achieving digital equity in every California county.

Timeline: Launch Q1 2023



How to Take Action

Digital Equity Ecosystem Mapping

Who should participate in DEEM?

All entities, coalitions, practitioners, and funders with existing and planned programs and services that provide access to digital equity resources in communities throughout California.



NEEDS ASSESSMENT:

Digital Equity Public Survey



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How to Take Action

Digital Equity Public Survey

CDT will distribute a statewide **Digital Equity Public Survey** to residents of California as a civic engagement tool to identify barriers to digital equity, especially for Covered Populations.

The survey is intended to capture information about internet access, internet affordability, and internet adoption for residents in California households.

Timeline: Launch Q1 2023



How to Take Action

Digital Equity Public Survey

Scope

Two versions of the survey will be shared in **all 58 counties** and will oversample for the **eight covered populations:**

- Online survey
- Phone survey



How to Take Action

Other Ways to Get Involved



Members of the public interested in helping inform the State Digital Equity Plan can also:

1. Sign up for updates on the Broadband For All Portal (<https://broadbandforall.cdt.ca.gov/state-digital-equity-plan/>)
2. Attend a local event near you
3. Complete and share the Digital Equity Public Survey with your friends and family and your networks



Next Steps

Workforce and Economic
Development

Outcome Area Working Group

Next Steps

Next steps for Working Group will include:

1. Develop strategies that align with SDEP priorities
2. Conduct gap analysis
3. Conduct research, evaluate assets, and develop recommendations for CDT within their assigned Outcome Area for inclusion in the SDEP



Outcome Area Working Group

Future Meeting Topics

Upcoming OAWG Monthly Meetings Will Address:

- **March:** How does digital inequity create disparities in workforce and economic development?
- **May:** What digital equity programs are currently working well in your community? What's missing?
- **June:** Using the Public Survey and DEEM data to shape SDEP priorities.

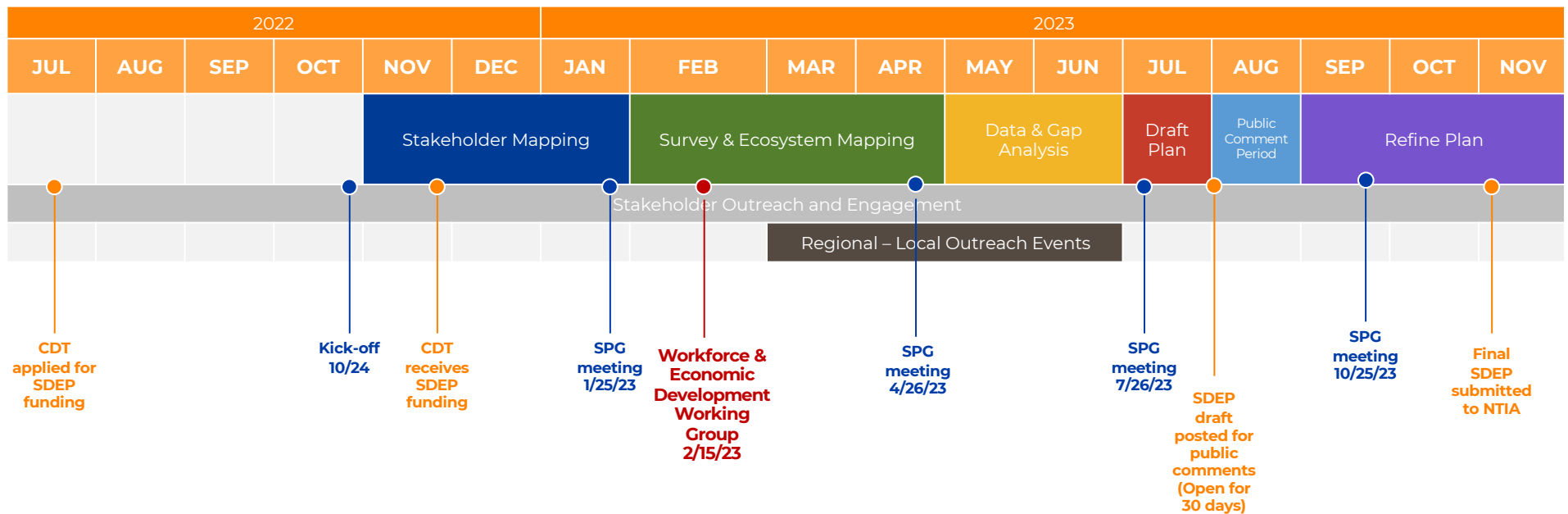


Next Steps

SDEP Timeline

California State Digital Equity Planning (SDEP) Timeline

Important milestones for State Digital Equity Planning:





Contact Us

Digital Equity Planning General: digitalequity@state.ca.gov

**California Department of Technology,
Office of Broadband and Digital Literacy**

**Anh Nguyen, Engagement and
Operations Manager**
anh.q.nguyen@state.ca.gov

**Cole Przybyla, Broadband Access and
Deployment Advisor**
cole.przybyla@state.ca.gov

Preston Rhea
preston.rhea@state.ca.gov

Ana Licon
ana.licon@state.ca.gov

Rida Fayyaz
rida.fayyaz@state.ca.gov



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Thank You



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